

MAY 23 2006

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-44 (GP-096-00-US)

Appl. No.: 10/750,363

Applicants: Krishna BHARAT et al.

Filed: December 31, 2003

Title: GENERATING USER INFORMATION FOR USE IN TARGETED
ADVERTISING

TC/A.U.: 3621

Examiner: Evens J. Augustin

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the final Office Action mailed on December 23, 2005 (Paper No. 20051205), which set a period for response to expire on March 23, 2006, that period being extended two (2) months to expire on May 23, 2006, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 18 of this paper.